

A MEDIA STRATEGY TO USE MEDIA IN SUPPLYING FOREIGN TOURISTS WITH INFORMATION ABOUT EGYPT

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ABSTRACT

Tourism is the largest industry in the world and is considered the main factor in the infrastructure of the economy in terms of its importance in the field of marketing, sales and strengthening the economy between countries. Media has an effective role in the dissemination and promotion of tourism, so this study seeks to identify the role of the media in providing tourists with information About Egypt.

Despite the importance of tourism marketing campaigns, however, the studies that dealt with in the Arab and foreign library are few in proportion to the importance of marketing campaigns tourism in the formation of mental image of the tourists. The review of previous studies shows the importance of the use of the different media in the promotion and publicity of tourism as well as the use of the media in the transfer of sporting events and art that is sponsored, which is one of the most important attractions for foreign tourists. The largest source of tourist information about Egypt is the Internet, then satellite channels, books, relatives and friends, and finally newspapers. In conclusion, there is a positive correlation between tourists' exposure to tourism marketing campaigns through the media and interest in increasing tourism to Egypt.

KEYWORDS: *Tourism, Marketing, Media & Egypt*

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INTRODUCTION

Tourism has evolved from phenomenon to industry, and it has its foundations, elements and various systems, where specialized educational institutions were established in Egypt, the state began to take into account tourist attractions. Countries accelerated to provide tourist facilities and secure the proper infrastructure to attract largest number of tourists, and the World Travel and Tourism Council (WTTC) ⁽¹⁾ declared that, tourism is the world's largest industries, and thus superior to the mechanisms, steel, electronics and agriculture. Tourism industry is the main factor in the infrastructure of the economy, in terms of its importance in marketing, sales, management, planning and strengthening the economy between countries ⁽²⁾.

Despite Egypt's unique tourism resources and treasures, its share of the total global tourism traffic is very limited compared to other tourist countries, as Egypt share for about 0.5% of the international tourism. Tourism resource is one of the most important means of tourism promotion, because it affects the mental and emotional effects in highlighting the nature and the elements of civilization ⁽³⁾.

Where there is a kind of mutual influence between the media and tourism activity, in the sense that, each of them affects the other. This makes the media in modern times, the most powerful means that play a clear role in building the image of the state and its personality in the international community. At the same time, the direct

experience factor of different nations is to inform the tourists, who visit the country, about their cultural and civilizational features, landmarks and heritage, which is undoubtedly one of the most influential factors in drawing the national image of the international community⁽⁴⁾. Therefore, this study seeks to identify the role of media in providing tourists with information about Egypt.

SUBJECT OF THE STUDY

The subject of the study is to note the decrease in the number of tourists visiting Egypt, since 2011. By monitoring various media, it was also noted that there is a decline of marketing campaigns for tourism in Egypt in the various media, especially television and the Internet. This study aims to identify the relationship of foreign tourists in the media, to propose a media strategy to use the media in providing tourists with information about Egypt, which would help to activate the movement of incoming tourism to Egypt.

OBJECTIVE OF THE STUDY

- Monitor the relationship of foreign tourists to different media.
- Survey of foreign tourists about the role of the media in providing tourist information.
- Analysis of the most influential factors in the media in attracting the tourists.
- Develop Media strategy to address the audience of tourists through different media.

IMPORTANCE OF THE STUDY

The Scientific Importance

- Despite the importance of tourism marketing campaigns, the studies dealt with this subject in the Arab and foreign libraries are few, in proportion to the importance of tourism marketing campaigns in the formation of the mental image of incoming tourists.
- The tourism sector has an impact on the national economy. It also extends to the social and life aspects of individuals, as the tourism sector generates many job opportunities resulting from the interest of the hotels sector in the different regions. One of the statistics in this area indicates that, each hotel room creates from 1.7 to 3 direct jobs, as well as indirect employment in other sectors such as construction, , Industry, Transport, Banking and Insurance.
- The study will be used to plan tourism marketing campaigns in the Ministry of Tourism, Antiquities Authority and other sectors related to tourism.
- The public relations departments of the Ministry of Tourism also benefit from the development of media strategy to provide tourists with information about Egypt, which will help to activate the inflow of tourism to Egypt.

The Application Importance

This study contributes to the development of media strategy for the use of the media, in providing tourists with information about Egypt to activate the movement of incoming tourism to Egypt.

REVIEW OF LITERATURE

In reviewing the literature of the study in the field of tourism marketing, the following was reached:

The study of Al-Shaimaa Nashat Al-said Murtada 2015 ⁽⁵⁾ concluded that social networking sites helped the international tourism company to promote tourism in its country. The need to develop the river transport system in terms of management and cleanliness, building restrooms and the establishment of marinas and ports, and running long river cruise trips, such as Cairo - Luxor or Aswan, this came in the study of **(Roberto Nasser and MarcoAtallah2015⁽⁶⁾)**. This is part of the interest of local tourism, the protective belt of the tourism sector in times of crisis, pointing to the need to increase tourism awareness of citizens through advertising campaigns, social networking sites; it aims at introducing the members of the community to the tourism potentials in Egypt.

The study of Sally Saad Jawda Ibrahim ⁽⁷⁾ confirmed that the public sector is unique in dealing with the electronic marketing services for tourism services, by booking airline tickets and air transport services, because of its governmental status, which makes it more stable and secure than private companies that may not enjoy as a continuation of competition between companies with each other. The study of Reem Farouk Al-Nashar, 2012 ⁽⁸⁾ explained the availability of the potentials of e-tourism in Egypt as a basis for building successful strategies. These strategies are used to encourage the use of e-tourism, with the availability of information and communication technology, in order to achieve greater tourism sales of different programs, and to better understand the perception of tourists on e-tourism, in order to raise the level of tourism awareness, using it and employing it. Foreign tourists do not care much about watching the tourist programs on Algerian television (Kamal Naoui 2010. ⁽⁹⁾). The visualized advertising is one of the most important promotional methods that serve to attract the attention of tourists, as they are more exposed to tourists than other means. The study of Shaimaa Salim Omar 2005 ⁽¹⁰⁾ concluded that the method of sponsoring events such as sporting events, singing and others is considered a form of tourism promotion, and is considered as a means of tourism marketing that is very popular among tourists. Kilee, Killce & Wicks (2004) ⁽¹¹⁾ notes that tourists' motivation to attend tourist events in other countries is influenced by the media, as well as by friends and tourism companies, which explains the importance of different marketing strategies internally and externally, according to different nationalities. It is clear from the review of previous studies that, the use of the different media in the promotion and publicity of tourism as well as the use of media in the transfer of sporting events and art that are sponsored by tourists, is one of the most important attractions for foreign tourists.

Research Questions

- What is the extent of the exposure of tourists coming to Egypt to different media?
- What are the sources of information for tourists about tourism in Egypt?
- To what extents do the Egyptian tourism marketing campaigns through the media contribute to activating the tourism movement in Egypt?
- What is the satisfaction of tourists coming to Egypt for tourism service?
- What are the most attractive tourist marketing campaigns for tourists?

Hypotheses Framed

Hypothesis 1: There is a correlation between the exposure of tourists to the campaigns of the Egyptian media and increasing tourism to Egypt.

Hypothesis 2: There are morale differences of statistical significance between the nationalities of tourists, and the extent of their dependence on the various media to obtain tourist information.

METHODOLOGY

This study was based on field survey method employed with the tourists coming to Egypt. Data collection tools: this study relied on the questionnaire, which is translated into two languages (English - French), in order to explore the opinion of tourists in Egypt in each language; the community of the study: the study community included foreign tourists without Arabs from (Europe- America - Asia); study Sample: this study was conducted with a sample of 300 tourists in Egypt; time sample: the period of study was during October - November 2017; location sample: the study was conducted in the following tourist places: Cairo - Hurghada - Sharm El Sheikh - Dahab - Nuweiba - Luxor.

THE RESULTS OF FIELD STUDY

What is the Extent of the Exposure of Tourists Coming to Egypt to Different Media?

The overall exposure to tourism marketing campaigns through the various media among the French-speaking tourists increased by (52.14%), while it was significantly lower for the English-speaking tourists (20%) of the total sample.

The Main Causes of Exposure or Lack of Exposure Return to the Following

- The most important reasons for the permanent exposure of tourists are the desire to know more about the countries they want to visit, and to see the most important tourism features through marketing campaigns targeted through different media.
- The most important reasons for lack of exposure of tourists are that they derive their information from other tourist sources through international media and relatives, such as friends in addition to the national means of informing them.

What are the Sources of Information about Tourism in Egypt to Tourists coming in?

The largest source of tourist information about Egypt is the Internet for 70.33%, followed by satellite channels with 66.66%, followed by books with 66.33%, and relatives and friends through personal contacts and newspapers.

With reference to the tourist sites on the Internet via television sites, it became apparent that the following campaigns were downloaded online:

- The " **Egypt were honored-"Nourt Masr"** campaign is in Arabic and the new integrated tourism marketing campaign, which began in December 2005 until now, is planned to be re-launched in the media, later this month to boost the growth of Egyptian tourism ⁽¹²⁾.
- "**Remove Your Block**" campaign was launched in English, targeting the speed of the return of Russian tourism to Egypt, which revolves around the idea of a popular initiative led by youth, aimed at bringing the voice of the Egyptians to the Russian political leadership, and some European countries that continue to issue travel warnings

to the Egyptian tourist destination unnecessarily. The campaign started from September 2017 until now⁽¹³⁾.

- **"This is Egypt"** campaign, launched in 2015, and now by the Egyptian Tourism Promotion Authority, in cooperation with GWT. Today, efforts are crowned with success in the context of restoring Egypt to its position in international tourism. GWT - the official in charge of the Egyptian tourism promotions - the Effie gold and silver awards for the North Africa and Middle East region. The international award is known to aim to shed more light on marketing excellence, to honor the best ideas and marketing campaigns that have been able to make a clear and tangible positive impact in all areas and between groups, operating in the Middle East companies. It was in three languages Arabic, English and French⁽¹⁴⁾.
- Foreign tourists in Egypt have cited for the campaigns of the following countries, one of their most popular campaigns.
- **"Cyprus captures your heart"** campaign in English and French. The island of Cyprus, which is small in size, but its beautiful scenery and beautiful nature make the tourist enjoy to stay on its shores and look at its beauty and visit its monuments and wandering in the old markets, which smells of history and the charm of the past. It is the island of Cyprus, which is characterized by a unique beauty and mild weather and health. No wonder that the Greek gods of mythology Aphrodite selected the scene of it, the tourist can enjoy the cool and refreshing mountains covered by pine forests and rice, as well as golden beaches flooded by the sun's warmth, and villages that are characterized by tranquility, offset by civilized cities teeming with activity and movement⁽¹⁵⁾.
- The **"Green Tunisia"** campaign in Arabic and French languages. It highlighted that the green Tunisia, the Arab Tourism meadow, the Carthage Incubator, the city of art and taste for all human creativity and Kairouan, which includes one of the oldest scientific and civilization strongholds. Tunisia is the nature of singing, the mild weather and a hospitality that attracts more than six million tourists each year⁽¹⁶⁾.

What are the Most Attractive Countries for Tourists?

Turkey occupied the first place in the list of countries that tourists want to visit, because of exposure to various media. It is worth mentioning that, Turkey did not have at this time any marketing campaign through the various media, while respondents mentioned that Turkish drama dubbed into their native language, and what it contains the series is one of the most interesting tourist scenes, which encourage tourists to visit Turkey. This result is consistent with the study of "Al-Aifa Samir." The Turkish drama has been at the top of the Arab series' most favored series for foreigners by 98%⁽¹⁷⁾.

Tunisia came in second place with 53.8%, because of the exposure of tourists to the **"Green Tunisia"** campaign in French.

It should be noted that, Egypt and Lebanon came at the end of the list, according to the respondents, as follows:

- Egypt does not have many attractive marketing campaigns through the media, while the respondents praised the campaign of **"This is Egypt"**, especially English-speaking tourists.
- For Lebanon, despite the fact that there are many Lebanese tourism marketing campaigns, as mentioned by the respondents, the political instability and the unrest make them reluctant to watch campaigns that they did not remember any of them.

What is the Satisfaction of Tourists Coming to Egypt with Tourism Services?

42.33% of tourists are somewhat satisfied with the tourist services provided in Egypt, and the dissatisfaction rate (42%), which indicates that there is a lack of tourist services, making them dissatisfied with the services provided to provide comfort to them.

The reasons for lack of satisfaction of tourists visiting Egypt on tourism services are as follows:

The high prices of hotels compared to other tourist countries are the biggest factors that cause dissatisfaction to tourists and the lack of internal transport, hygiene and toilets in public places are factors that negatively affect the satisfaction of tourists.

28.8% of the tourists mentioned that there is not enough information or an electronic guide to the tourist places, and many of them stressed that the tourist campaigns about Egypt in the international media are very small and not effective enough.

It is worth noting that, one of the sources of information about tourist countries is friends and relatives, which is a dangerous signal to convey a negative image of tourism in Egypt through tourists, who are not satisfied with the services provided to them.

What are the Most Attractive Tourist Marketing Campaigns for Tourists in the Media?

- Most tourists have mentioned that Turkish series dubbed in English and French are an alternative to tourist marketing campaigns, and because they are dubbed in more than one language. The respondents confirmed that watching the Turkish series and the great tourist places stimulates tourism and travel to Turkey as well as low prices. Hotels for Egypt have a noticeable difference and the interest of Turkish serials to highlight the provision of services and clean them like hospitals, toilets and police departments.
- The respondents also mentioned that the tourist reports, which deal with the different tourist places that are broadcast among the different shows in the satellite channels, are the most attractive topics for tourism, because the news is the most watched material. The tourist reports come as links between the news reports, and the most prominent examples are broadcast on CNN or BBC.
- It is noted that tourists do not follow tourist-marketing campaigns by intention, but follow it within the exposure of news in the various media.

What is the Role of Tourism Marketing Campaigns Through the Different Media in Developing Strategies and Different Images of the Tourist Countries?

- These countries were chosen according to the tourist marketing campaigns that were broadcast from this country during the period of preparation of the study. The respondents were asked, according to all the alternatives offered by each country, through seven elements: "A large tourist country" was represented in the State of Lebanon by (96.9%), while the component of a clean and beautiful tourist country, Turkey ranked first (95.2%) and the element of an unsafe state was Lebanon (75.4%) and Egypt (24.6%).
- Turkey ranked first in the category "I wish to visit it more than once" by (85.7%), and finally the element "Have monuments and wonderful places for tourism", while Egypt topped other countries by 95.4%

Hypotheses Test Results

- The validity of the first hypothesis has been proved; there is a positive correlation between the exposure of tourists to the marketing campaigns of tourism through the media and the interest in increasing the movement of tourism to Egypt. The researcher inspected this hypothesis by studying the relationship between the dependent and independent variable.
- There is a correlation between the independent variable (tourists' exposure to tourism marketing campaigns via the media) and the dependent variable (interest in increasing tourism traffic to Egypt). The coefficient of correlation is 0.79 and the level of significance is less than 5%. This also indicates a correlation between the dependent variable and the independent variable.
- There is a positive correlation between the independent variable and the dependent variable, as the correlation coefficient is positive (0.002). This means that there is a positive relationship. The more tourists are exposed to the tourism marketing campaigns through the media, the greater the interest in increasing tourism to Egypt.
- The validity of the second hypothesis has been proved, as there is a statistical relationship between the nationalities of tourists and their dependence on tourism marketing campaigns, through the media for the benefit of French speakers, as they are the most dependent group on marketing campaigns.
- The proportion of those, who relied on marketing campaigns for tourism through the media, was always consistent with their percentage among English and French speakers (20% and 52.14%). The difference between the percentages was insignificant with the value of Z calculated at 0.6, which is less than the Z value of 1.96, which predicts a relationship.
- Tourists, who did not rely on tourist marketing campaigns through the media sometimes, increased their proportion between speakers in English and French, (31.25% and 32.85%). The difference between the ratios has a significant significance with a calculated value of 2.19, which is greater than the value of Z 1.96 indicative of a relationship.
- Tourists, who relied on tourism marketing campaigns through the media permanently, increased their proportion among English speakers and French (48.75%; 15%) and the difference between the two ratios is significant as the moral value of Z calculated 2.47, which is greater than the value of Z Tabulated 1.96 indicative of a relationship.
- It was statistically significant that there was a significant correlation between nationality and reliance on tourism marketing campaigns through the media. The value of Ka2 was calculated at 6.09, which is greater than the Ka 2 Table 5.99, when the freedom ratings came in favor of French speakers.

RECOMMENDATIONS AND CONCLUSIONS

The development of media strategy for the use of the media in providing tourists with touristic information about Egypt requires a number of measures, including the following:

- Cooperation of the Ministry of Tourism with the Information Authority, with the Higher Council for Media Regulation need to coordinate with the Egyptian Embassies abroad, to issue a series of tourist brochures and pamphlets on Egyptian monuments and tourist places in different languages in Egypt, schools in Europe, America

and Asia.

- The Tourism Promotion Authority, in cooperation with the Ministry of Tourism, Antiquities and Culture, is working on producing documentaries in all languages for tourist and archeological areas. They are broadcast on the Internet with attractive and accurate information about the archeological and tourist attractions. A website must be created under the name of "Visit Egypt" in all languages includes a complete database of tourism areas, tourism services and prices, and the logistics and health services that we offer to tourists in Egypt to serve as a guide for tourists to help them on their visit to Egypt during their tour.
- The media strategy should include direct information messages such as advertisements, cartoons, documentaries and brochures, as well as indirect media messages through translated drama productions.
- The quality of services provided, whether health or hospitality services, transportation and others need to be highlighted and
- Activating the sponsorship of sporting and artistic events in the various tourist areas, as an indirect form of propaganda to visit Egypt.

This study concluded with a set of results, which consisted of two axes:

First: The Results of the field study of the incoming tourists:

- Tourists were exposed to traditional media with the lowest proportion, where the rate of non-exposure of some categories of tourists, especially speakers of English, may be because most of the tourists spoke in English were from China, Japan, Korea and England. Most of these categories rely on information drawn from the Internet on the written material, rather than the visual material.
- The various categories of the sample confirmed that, one of the most important sources of tourism information about countries and states is the Internet. In the second stage, books came as a source of tourism information, which explains the different cultures. The foreign citizen relies primarily on the Internet as a main source of information, followed by books and are still exposed to tourist campaigns through the media is relatively weak.
- The ranking of the countries that the tourists wish to visit varied according to their exposure to the media. Turkey was the leader of all these countries, although it is a European country. Most Europeans want to visit the Middle East and Turkey does not rely on tourist campaigns, which include declarations or reports. The dubbed series in different languages to highlight the tourist attractions in Turkey, making it a preferred country for tourism and travel.
- The percentage of tourists, who wish to travel to Egypt is low because of the lack of Egyptian marketing campaigns through the media, and the lack of proportionality if found with the nature of the audience directed to it, which requires reconsideration of the strategy of tourism marketing Egyptian media broadcast through different media.
- It is noted that, most tourists are not satisfied with the tourist services provided in Egypt due to the high prices of hotels compared to other tourist countries. With the lack of internal transport, lack of regular traffic, both in ports and airports or internal transport, cleanliness and lack of clean public toilets, as well as lack of tourist information

provided to tourists from all publications or other means of information.

- The Turkish series came as the most attractive tourist campaigns and then the "Cyprus captures your heart" campaign. Some tourists also stressed the importance of the tourist news reports broadcast on satellite news channels, due to the high exposure of most of them to satellite news channels. They mentioned specifically CNN or BBC. It is noted that Egypt's lack of interest in this type of tourism reports in the framework of the Egyptian tourism marketing strategy, as well as the weakness of the Egyptian tourist campaigns and the new media.
- The results of the study indicate that the mental image of Egypt to tourists was characterized by some negativity. Some respondents said that it is an unsafe state in which the unrest, and a few stressed that they do not want to visit Egypt again, has also characterized the image of Lebanon negatively, Turkey, Cyprus and Tunisia are positive, reflecting the shortcomings of the Egyptian tourist media campaigns in general.

Second, validating the results of hypotheses:

- The first hypothesis was validated, as there is a positive correlation between tourists' exposure to tourism marketing campaigns through the media and the tourism movement. There is a correlation between the independent variable (tourist exposure to tourism marketing campaigns via the media) and the dependent variable (tourism traffic). The correlation coefficient is 0.79. (Significance) is less than 5%. This also indicates a positive correlation between the dependent variable and the independent variable.
- The validity of the second hypothesis has been proven, where there is a statistical relationship between the nationalities of tourists and the extent of their dependence on marketing campaigns for tourism through the media. It was statistically confirmed that there is a significant relationship with the value of Ka_2 calculated 6.09, which is larger than Ka_2 Tabulated 5.99 at the degrees of freedom.

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APPENDENCES

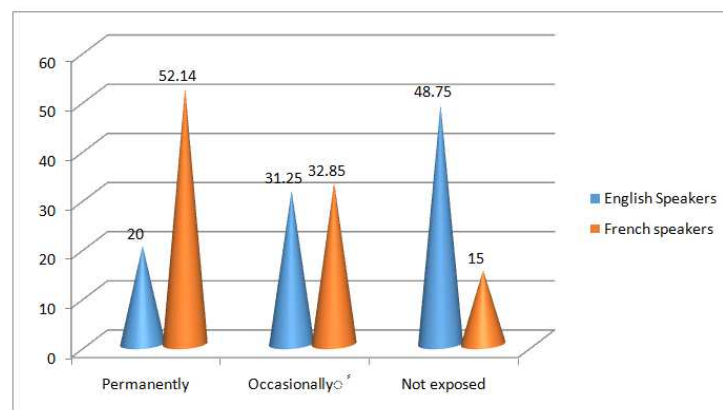


Figure 1: The Extent of Tourists' Exposure to Marketing Campaigns through Different Media Means

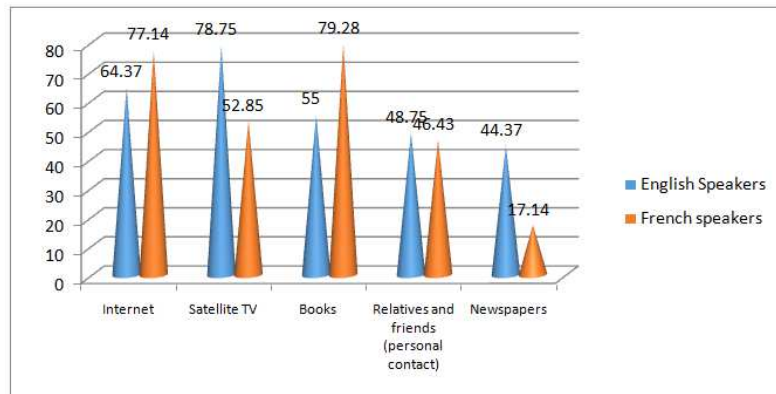


Figure 2: Sources of Information

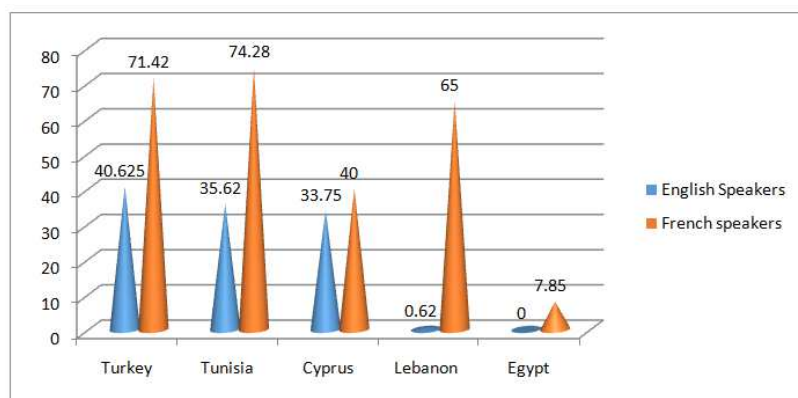


Figure 3: The Most Attractive Country for Tourists

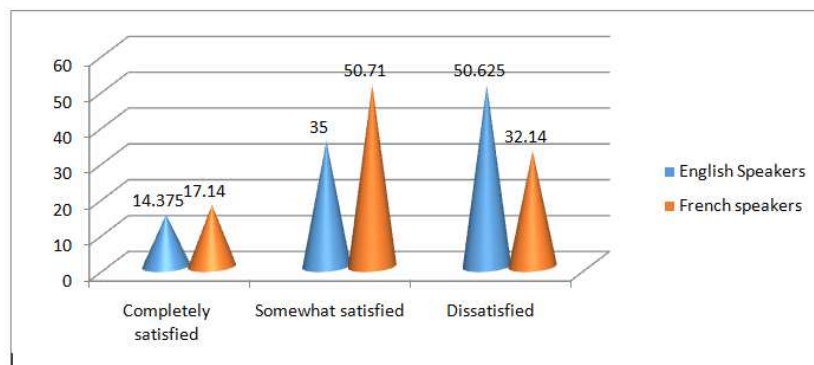


Figure 4: Satisfaction of Tourists

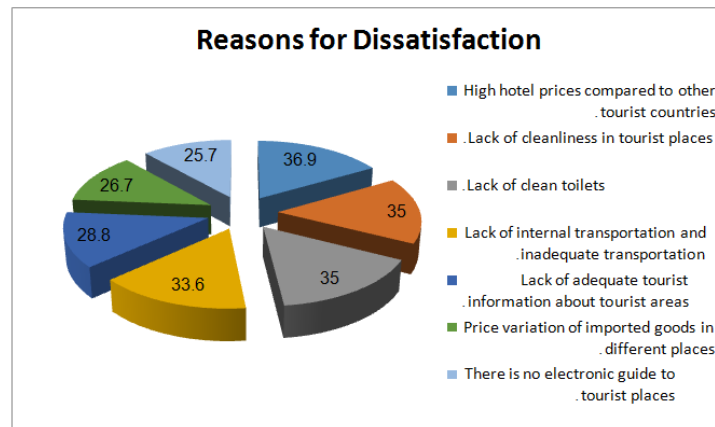


Figure 5: Reasons for Dissatisfaction of Tourists

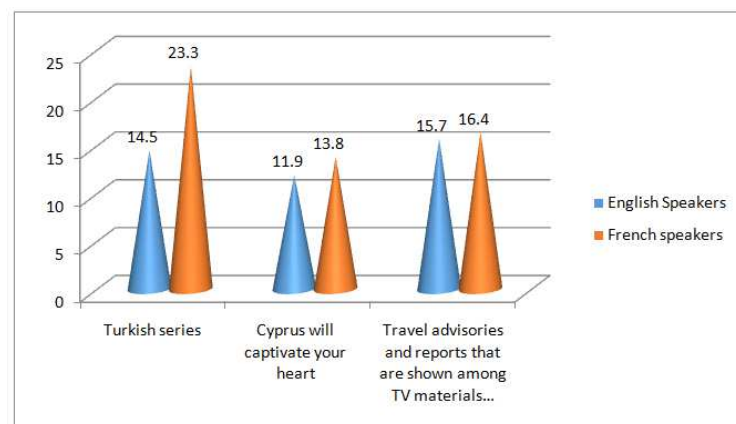


Figure 6: Tourism Marketing Campaigns through the Media